International Baccalaureate®
Baccalauréat International
Bachillerato Internacional

# Extended essay cover

Candidates must complete this page and then give this cover and their final version of the extended essay to their supervisor.

| Candidate session number | | |
|---|---|---|
| Candidate name | | |
| School name | | |
| Examination session (May or November) | May | Year 2015 |

Diploma Programme subject in which this extended essay is registered: ___ITGS___

(For an extended essay in the area of languages, state the language and whether it is group 1 or group 2.)

Title of the extended essay: ___The Effects of Adblockers___

_____

_____

## Candidate's declaration

This declaration must be signed by the candidate; otherwise a mark of zero will be issued.

The extended essay I am submitting is my own work (apart from guidance allowed by the International Baccalaureate).

I have acknowledged each use of the words, graphics or ideas of another person, whether written, oral or visual.

I am aware that the word limit for all extended essays is 4000 words and that examiners are not required to read beyond this limit.

This is the final version of my extended essay.

Candidate's signature: _____          Date: February 18, 20

## Supervisor's report and declaration

*The supervisor must complete this report, sign the declaration and then give the final version of the extended essay, with this cover attached, to the Diploma Programme coordinator.*

Name of supervisor (CAPITAL letters) __ _____

*Please comment, as appropriate, on the candidate's performance, the context in which the candidate undertook the research for the extended essay, any difficulties encountered and how these were overcome (see page 13 of the extended essay guide). The concluding interview (viva voce) may provide useful information. These comments can help the examiner award a level for criterion K (holistic judgment). Do not comment on any adverse personal circumstances that may have affected the candidate. If the amount of time spent with the candidate was zero, you must explain this, in particular how it was then possible to authenticate the essay as the candidate's own work. You may attach an additional sheet if there is insufficient space here.*

*This declaration must be signed by the supervisor; otherwise a mark of zero will be issued.*

I have read the final version of the extended essay that will be submitted to the examiner.

To the best of my knowledge, the extended essay is the authentic work of the candidate.

*As per the section entitled "Responsibilities of the Supervisor" in the EE guide, the recommended number of hours spent with candidates is between 3 and 5 hours. Schools will be contacted when the number of hours is left blank, or where O hours are stated and there lacks an explanation. Schools will also be contacted in the event that number of hours spent is significantly excessive compared to the recommendation.*

I spent 2 hours with the candidate discussing the progress of the extended essay.

Supervisor's signature: _____ Date: 2/26/2015

## Assessment form (for examiner use only)

| Candidate session number | | |
|---|---|---|

### Achievement level

| Criteria | Examiner 1 | maximum | Examiner 2 | maximum | Examiner 3 |
|---|---|---|---|---|---|
| A research question | 1 | 2 | | 2 | |
| B introduction | 1 | 2 | | 2 | |
| C investigation | 2 | 4 | | 4 | |
| D knowledge and understanding | 3 | 4 | | 4 | |
| E reasoned argument | 2 | 4 | | 4 | |
| F analysis and evaluation | 1 | 4 | | 4 | |
| G use of subject language | 3 | 4 | | 4 | |
| H conclusion | 1 | 2 | | 2 | |
| I formal presentation | 3 | 4 | | 4 | |
| J abstract | 1 | 2 | | 2 | |
| K holistic judgment | 1 | 4 | | 4 | |
| **Total out of 36** | 19 | | | | |

Name of examiner 1: _____ Examiner number: _____
(CAPITAL letters)

Name of examiner 2: _____ Examiner number: _____
(CAPITAL letters)

Name of examiner 3: _____ Examiner number: _____
(CAPITAL letters)

IB Assessment Centre use only:  B: _____

IB Assessment Centre use only:  A: _____

Tuesday February 24<sup>th</sup> 2015.

**Criterion K – Holistic Judgement – Mark of 2**

The candidate was able to demonstrate some consistent growth and intellectual understanding while completing the extended essay. There was evidence of understanding the concept and needs for organization, editing and proofreading. There was some skill development achieved throughout the extended essay process. The authenticity of this extended essay was verified through an exit interview with the candidate's extended essay mentor and the satisfactory submission of the extended essay to Turn-it-in.com.

Supervisor's Signature:

# The Effects of Adblockers

# Abstract

*not adblockers*

This investigation is a study of adblockers, especially the most common one, Adblock Plus. At present, they have 500 million downloads and 50 million users. Industry experts predict that by 2018, 100% of internet users will have some form of adblocker. Since, adblockers limit website access to advertising revenue, they are extremely important to the future of the internet. Anyone who controls advertising, controls how the internet is financed.

*not in EE*

*RQ*

This brings to mind the question of **in what ways and with what results will the adoption of Adblock Plus to common web browsers by 2018 affect advertisers?** Primary and secondary sources were consulted to conduct academic research. The main sources used were Ars Technica, Adblock Plus, the Guardian, and PageFair.

*no valid primary research / people / incomp*

This investigation has concluded that **the adoption of Adblock Plus will allow it to control the largest source of internet funding, granting them pervasive control over advertisers.** The adoption of Adblock Plus will create an internet superpower with control over web domains and advertisers. Additionally, the adoption of Adblock Plus will cripple advertisers' ability to communicate with their clientele over the internet.

*scope / some concl.*

Word Count: 182

*5=1*

1

# Table of Contents

# Introduction

On July 1, 1941 at 2:29 PM television viewing changed utterly. Before the start of a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies a brief ten second video aired proclaiming that, "America Runs on Bulova Time."[1] So began television marketing, growing from ten seconds before a baseball game to eight minutes per thirty minute program. 53 years later, *HotWired* displayed a simple banner advertisement, sponsored by AT&T, linking readers to a redirect site. Though internet service providers had previously provided their own advertisements, this marked the first contract with an independent website to display an advertisement.[2] So began internet marketing.

*Cost?*

As the duration of television ads increased, so too did the variety and quantity of internet advertisements, ranging from simple text and banner advertisements to animated images, popups, videos, and miniature games.[3] Many users find the latter advertisements annoying, obtrusive, and interruptive and so have opted to install adblockers, free web browser extensions that stop the advertisement elements of the webpage from loading[4], removing potential advertising revenue that web domains depend on. This precarious situation begs the following question: **in what ways and with what results will the adoption of Adblock Plus to common web browsers by 2018 affect advertisers?**

*Opinion*

*prediction*

The main focus of this essay will be on two web domains impacted by adblockers – Ars Technica. Though there are many more domains affected by adblockers, these two are interesting for their vastly different approaches in managing them. Primary and secondary sources have been used in this investigation. Of major importance have been an Ars Technica post and comments by its moderators and the Adblock Plus community website.

*What two web domains?*

---

[1] "This Is the World's First TV Ad," Mashable, accessed September 30, 2014, http://mashable.com/2013/08/01/first-tv-commercial-bulova-video/.
[2] "This Is the World's First Banner Ad," Mashable, accessed September 30, 2014, http://mashable.com/2013/08/09/first-banner-ad/.
[3] Based on author's experience with advertisements.
[4] "About Adblock Plus," Adblock Plus, accessed September 30, 2014, https://adblockplus.org/en/about.

Although adblockers aim to improve internet advertising, the methods they have chosen are ~~unclear~~ constructive rather than constructive. The adoption of Adblock Plus will create an internet _unclear_ superpower with control over web domains and advertisers. Additionally, the adoption of Adblock Plus will cripple advertisers' ability to communicate with their clientele over the internet. **The adoption of Adblock Plus will allow it to control the largest source of internet funding, granting them pervasive control over advertisers.**

*conclusion?*

A = 1   predictive
        results' not
        possible
B = 1   limited
        signif.

## Argument 1: Internet Superpower

Adblock Plus is the largest adblocking extension, an additional functionality added onto a browser, compatible with six different web browsers: Google Chrome, Mozilla Firefox, Opera, Safari, Internet Explorer, and Android web browsers.[5] In October 2013, Adblock Plus reported 200 million downloads and 30 million daily users.[6] At present, it reports over 300 million downloads and 50 million users, making it the most popular extension ever. The extension's slogan and goal is to, "Surf the web without annoying ads."[7]

The extension operates according to a list of filters which list the various domains that load advertisement elements onto a webpage. Using these lists, the extension stops the element from loading. Filters may be changed by any user and the Adblock Plus Organization uses a community filter, to which all users can contribute, as the base of its downloaded filter. Websites may be whitelisted by individual users, meaning that the extension will ignore them and allow them to display advertisements without interference.[8]

The Adblock Plus Organization may also whitelist a website, but this is only if the website meets its set Acceptable Ads Criteria.[9] As of October 2013, these criteria had been met by only 148 websites, of the 777 which had applied.[10]

*What criteria?*

Especially important is the growth rate of Adblock Plus users. PageFair, a company founded in 2012, aims to help websites adapt to the common implementation of adblocking by implementing appropriate ads. In a report published in August 2013, PageFair predicted that adblock use rates would grow by 43% per year, culminating in 100% of users using adblocking software in 2018. PageFair acknowledges that its data is not complete or global as it has only

---

[5] "About Adblock Plus," Adblock Plus.

[6] Hern, Alex, "Adblock Plus: the tiny plugin threatening the internet's business model," *The Guardian*, October 14, 2013, accessed September 30, 2014, http://www.theguardian.com/technology/2013/oct/14/the-tiny-german-company-threatening-the-internets-business-model.

[7] "About Adblock Plus," Adblock Plus.

[8] Ibid.

[9] "Acceptable Ads," Adblock Plus, accessed September 30, 2014, https://adblockplus.org/en/acceptable-ads.

[10] Hern, Alex, "Adblock Plus."

*no screenshots or detailed information about IT Systems*

collected data from websites that have chosen to use its service to monitor how many users block their advertisements. However, Google Trends' data shows that searches for the word "adblock" more than doubled between the Julys of 2012 and 2013. Additionally, in an interview with Sean Blanchfield, the Chief Executive Officer of PageFair, with the Guardian in September, 2014, Blanchfield stated that the predicted growth rate of 43% was less than the actual growth rate.[11][12] *?*

*why?*

Of further importance is how dependent various websites are on advertisements for a source of revenue. The Guardian reported in October 2013 that Google, a giant international search company, draws 90% of its revenue from advertisements. Additional large websites dependent on advertisement revenue, as reported by the Guardian, are Amazon, Yandex (Russia's largest search engine), Facebook, Yahoo, and the Guardian itself. Small websites too can find themselves advertisement dependent. A small website, howthiswebsitemakesmoney.com, which seeks to educate future webmasters on the sources of income available to them, draws 63% of its revenue from advertisements, drawing its other revenue from sales of its or its affiliates' website starter kit products. It is vital to note that advertisers, as is commonly believed, do not pay publishers on per advertisement click. Instead, in like manner to other mediums, advertisers pay per view of the website and, thus, the advertisement in what is known as cost per mile, or CPM – the cost for a thousand views. Wladamir Palant, a developer of Adblock plus, argued that, "An ad that is displayed but ignored doesn't provide value." Unfortunately for most websites, that is not true – every time a webpage loads without its advertising elements, it is losing money through not generating revenue, but having to provide bandwidth, the work done to make the webpage, etc.[13][14]

*— ?*

*Not correct citing of information in the paragraph.*

[11] "The Rise of Adblocking," PageFair, accessed September 30, 2014, http://downloads.pagefair.com/reports/the_rise_of_adblocking.pdf. – this is for the entire preceding paragraph

[12] Hern, Alex, "Blocking web ads is 'as bad as Napster', says data firm," *The Guardian*, accessed September 30, 2014, http://www.theguardian.com/technology/2014/sep/09/blocking-adverts-napster-for-the-publishing-industry?CMP=twt_gu. – this is for the last sentence

[13] Hern, Alex, "Adblock Plus." – for the entire paragraph

[14] "Why Ad Blocking is devastating to the sites you love," Ars Technica, accessed September 30, 2014, http://arstechnica.com/business/news/2010/03/why-ad-blocking-is-devastating-to-the-sites-you-love.ars. – for the last sentence

For the honor of being on the Adblock Plus whitelist by displaying acceptable ads, large websites are required, by a contract signed between Adblock Plus and the company, to pay a percentage of their advertising revenue to Adblock Plus. Small and medium sized websites are exempted from this requirement, though Adblock Plus has offered no clarification as to its means of measuring website sizes. PageFair's Blanchfield reports that many website publishers describe this whitelist initiative, as a shakedown, as racketeering, or as extortion. An Adblock Plus user called "freakinvibe" wrote when this initiative was proposed, "First, [Adblock Plus] blocks your ads (without asking) and then asks for money to unblock them. Isn't that extortion?" Additionally, the demanded percentage is not a minimal amount; the Guardian reports the percentage as 30% of the total advertising revenue.[15] The final concern of the whitelist is that the whitelist is not necessarily automatic, for Adblock Plus offers the option to users, if the user despises all forms of advertisement, to block all advertisements, including advertisements from whitelisted domains, from loading. This option is used by a significant minority of Adblock Plus users, approximately 25% according to the Adblock Plus Organization.[16]

Adblock Plus has responded to allegations of extortion by stating that participation in the whitelist program is optional; however, Adblock Plus has admitted that on multiple occasions it has initiated contact with companies that it hopes to be on its whitelist rather than companies that hope to be an Adblock Plus' whitelist. Adblock Plus stated that, "the order of approach is secondary to the process." That statement is wrong. Adblock Plus' initiation is more indicative *opinion* of a corporation seeking to leech more revenue from its available sources than a company, struggling under revenue loss due to blocked advertisements, working to adapt its format of advertising to a more profitable format. It is true that Adblock Plus may have initiated contact with small or medium websites that would offer it no revenue, but there would be absolutely no motivation for Adblock Plus to do that, as that contact would result in no gain for it. Given its silence on financial matters such as what designates a website large enough to be taxed, and its silence on which companies it has approached, it is reasonable to conclude that Adblock Plus did *evidence?* initiate the approach with websites that it now draws revenue from.

---

[15] Hern, Alex, "Adblock Plus." – for all that precedes it in the paragraph
[16] "Acceptable Ads," Adblock Plus.

Adblock Plus uses this money to "grow the user base of Adblock Plus and bring it to new platforms to get publishers interested in Acceptable Ads."[17] This statement seems benign and laudable until more closely examined. Publishers will only be interested in implementing Acceptable Ads when the revenue gained from Acceptable Ads is more than normal advertising, i.e. when there are sufficient Adblock Plus users that advertising without following Adblock Plus' Acceptable Ads is financial suicide. Returning to Adblock Plus' goal that all users can surf the web without annoying ads, the means it hopes to use to achieve this are obvious; Adblock Plus hopes to force every website into a position where advertising according to the current methods are untenable, and every website must adopt Acceptable Ads. The power that Adblock Plus will have when this goal is achieved is massive – it can simply remove the whitelist for any advertisement-dependent website, and cause that advertisement-dependent website to go bankrupt, regardless of whether that website has violated the Acceptable Ads Criteria or not. With sufficient growth in its user base, the Adblock Plus Organization, could abandon its currently held guidelines and demand advertising revenue from any website, regardless of size. In short, with current growth rates, Adblock will have control over a vast majority of websites by 2018.

What are the growth rates? Why by 2018? (see p. 5 - one source prediction)

---

[17] "About Adblock Plus," Adblock Plus.

## Argument 2: Cripple Advertiser Communication

On Friday, March 5, 2010, Ars Technica, a tech news website, implemented a temporary 12 hour ban on adblocker users, preventing any of them from viewing articles. The ban was poorly executed, unexplained at the time, and briefly after it finished, the website released an article pleading with users to whitelist Ars Technica, citing that up to 40% of users used adblockers. One user, heartburnkid, did so and was surprised at what he found, saying, "I admit, after reading this, I felt kind of guilty for adblocking on this site. So I decided to disable Adblock, reload, and see what happened... 1 banner ad, and 1 sidebar ad. No flashing. No jiggling. No audio. No faux-error messages. No pop-ups. No pop-unders. Good enough for me. Welcome to my whitelist."[18] The advertisements were to the user's standards, but the user could not see them because Ars Technica was not on a whitelist and would never have known this if the user had not turned its adblocker off. Here we see the roots of a vast problem – adblockers, once on, tend to stay on until external pressure is applied, even if they have no reason to be on. Thus, when Adblock Plus pervades the majority of web browsers, unless websites request to be whitelisted ~~F :~~ by Adblock Plus or by its visitors, the majority of websites will remain blocked.

In order to qualify for the privilege of the Acceptable Ads whitelist, publishers must follow a strict set of criteria, which greatly limit what advertisements can be posted. For whitelist status, a website must display static, preferably text only, advertisements that do not obscure page content; advertisements should not be inside page content, but rather on the sides, i.e. the top of the webpage or the sides of the webpage; any advertisement at the top of the webpage must not move down with the page, but when scrolled past, remain unseen; advertisements at the top of a webpage should not measure more than 233 pixels tall; advertisements on the sides of a webpage should not measure more than 333 pixels wide; and advertisements must be labeled as advertisements. It should be noted that the criteria do not ban images outright, but rather solely ban attention-grabbing images.[19] Furthermore, if these criteria were to be applied to any other information medium, such as radio, television, newspapers, billboards, etc., every advertisement would need to be banned.

*[handwritten margin note: F : flawed: different media and not relevant to all media.]*

---

✓ [18] "Why Ad Blocking is devastating to the sites you love," Ars Technica.
✓ [19] "Acceptable Ads," Adblock Plus.

The aim of advertisers, on the internet or anywhere else, is to promote awareness of a brand or of a product so that both the brand and the product sell. The only way an advertisement is seen is if it is obtrusive. On mediums such as television or radio, between the broadcasted content are *off-course* commercial breaks which obtrusively and obviously advertise so that the audience hears or sees the product.[20] *The paper is not about comparisons to other media*

On the internet, obtrusiveness is handled differently. In radio or television advertisements where the attention of the clientele is held already, and there is a delay between advertisement and the potential to purchase the product, quality of the advertisement matters; advertisements require information, emotional appeal, and reasons to purchase the product that will not be forgotten. On the internet, delay is nonexistent – a click leads to the opportunity to purchase the product. As a result, internet advertisements suffer from much lower quality and are intended to promote immediate response. From this arise the advertisements that Adblock Plus seeks to combat, which trade quality for obtrusiveness and immediate response.

Advertisers pay publishers according to the obtrusiveness of the advertisements that the publishers display, as the more obtrusive it is, the more likely that it will generate a response. *no evidence* Thus, the advertisements that Adblock Plus seeks to purge are the highest-paying form of advertisement, while those that it allows (non-distracting, easily ignored, static text or pictures) are of the lowest-paying form.[21] As Adblock Plus continues to grow in popularity and websites struggle more under its effects, those websites that do not accept the Acceptable Ads Criteria will turn more and more to the very ads that ban them from the whitelist to compensate for the lost revenue. In turn, this increase in low quality advertisements may be an additional push to users to adopt the use of Adblock Plus, causing a spiraling effect. *Examples of ads not shown.*

Ultimately, as was shown in the first argument, Adblock Plus will become so commonly adopted that any advertising-dependent publisher cannot but comply with the Acceptable Ads Criteria.

---

[20] All of the knowledge on marketing and advertisements is derived from the author's studies in HL Business and Management.

[21] "Why Ad Blocking is devastating to the sites you love," Ars Technica.

Thus any advertisements that advertisers produce must comply with the Acceptable Ads Criteria, and so easily advertisements become crippled, censored in their ability to reach the public.

For reference, below is the size of an advertisement that is acceptable according to the Acceptable Ads Criteria; anything larger by width or height would be unacceptable.
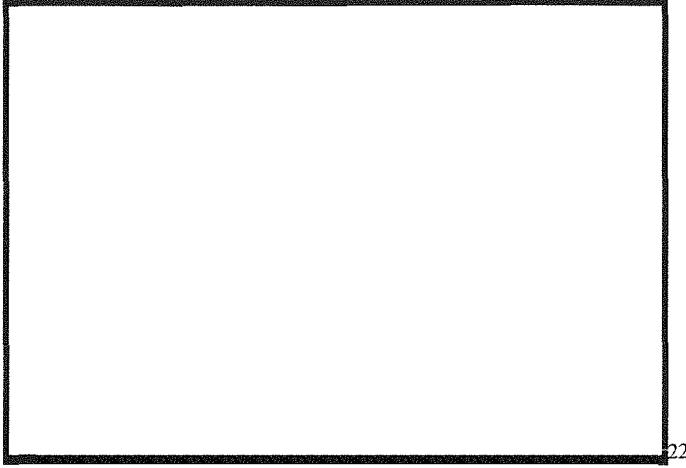
*[handwritten note: No dimensions provided for rectangular area. What are the dimensions stated in the Acceptable Ads Criteria? Lacks detail ↑ 233 top ad ↓ ← 333 → side ad.]*

[22]

This space above must use text or a non-attention grabbing image. It must be static. It must be at the sides or the top of the page.

With such measures, advertisers cannot produce quality advertisements, with sufficient *[handwritten: opinion]* information, emotional pull, and reasons to click. Advertisers cannot connect well with their target audiences. Compare this to another form of advertising from another medium – the American Superbowl television commercials. As said by Patrick Smith, "The TV adverts in between the action at the Superbowl in America are the most talked-about things in the country for a day or so after the event. People genuinely like them because they're funny, interesting, cute or just generally interesting."[23] There is a general dedication to quality in the Superbowl *[handwritten: opinion]* advertisements[24] that is currently unmatched by the advertisements that Adblock Plus is trying to end; but, the potential for that quality still exists and when Acceptable Ads Criteria are fully implemented, that potential will be destroyed.

---

[22] This image is derived from the previously stated Acceptable Ads Criteria.

[23] Hern, Alex, "Adblock Plus."

[24] Having lived in the United States, and being familiar with the culture, the author corroborates *[handwritten: unrelated; opinion]* this. There have been many instances where his family has watched the Superbowl just for the advertisements.

A spokesman for the Adblock Plus Organization stated that "the service we offer paying websites gives them the opportunity to gain more revenue by producing better ads."[25]  Though the Acceptable Ads may be called less obtrusive and intrusive than the other ads, they do less to connect the advertiser to the clientele, they do not serve their purpose, and for that they are not better.  The major problem with this form of advertisement is that the option to view them is, for all intents and purposes, entirely a choice made by the user; the Acceptable Ads Criteria creates advertisements that are as invisible as blocked advertisements.  They are required to be so dull and plain in the interest of being tolerable that the user can simply ignore them, especially as the advertisements are required to not interfere with or interrupt the displayed website content.  Web advertisements have been, both literally and figuratively, marginalized.   Websites will not find themselves making more revenue, as advertisers will be far less willing to pay for small, ignorable ads that will not generate as much of the necessary product or brand awareness or the necessary response to cover the costs needed to advertise and thus will make less of a profit from internet advertising.  Adblock Plus will find itself in the double position of controlling the largest source of income for the internet, but also being responsible for severely limiting the potential money that can be earned through that source.

*opinion*

*Rationale of bandwidth issues not considered. Argument is not balanced w. causes for Ad Acceptance Criteria*

---

[25] Hern, Alex, "Adblock Plus."

# Conclusion:

Adblock Plus is problematic. It is problematic because it interrupts a traditional business model that the internet depends entirely on. It is problematic in that it allows its users to visit websites, costing the publishers money and not reciprocating by just seeing advertisements, in that Adblock Plus allows its users the ability to rob publishers. It is problematic because it leeches money from businesses in exchange for the privilege of its whitelist, for not being robbed. It is problematic because it possesses the ready capability and the desire to seize control of the internet advertising industry and hijack it to its own ends. It is problematic because once it is installed no user has a need to uninstall it and will not do so. It is problematic because it will not improve the quality of the advertisements it is eliminating. It is problematic because it reduces the access advertisers have to their customers, and will thus likely decrease their spending.

Internet advertising can be improved; it can have quality without being interruptive. First, though, internet users must understand that websites are dependent on advertisement revenue, and that the use of something like Adblock Plus harms them. Users have to be far more flexible and accommodating in their use of their personal whitelist. They should allow those sites they enjoy, that have advertisements that they find acceptable whitelisted. Adblockers should be used to ban specific websites, for specific reasons told to the publisher, rather than a blanket boycott of the entire internet. Adblock Plus must reevaluate its standards or, at the least, create a sliding whitelist filter that narrows the number of allowed sites as strictness increases. It should not continue this policy of boycotting nearly the entire internet. Ars Technica, which features tolerable advertisements, should not have to depend on extreme measures to gather user attention that adblockers indeed harm it.

In 1994, the world's first internet advertisement appeared. It was a banner advertisement. It had a click through rate of about 44%.[26] It offered something new, relevant, and interesting. In 2014, another advertisement appears. It plays sound automatically, or starts to run a video automatically, or it expands without being told to, or it pop-ups and obstructs half the page. It shakes, it gyrates. It promises wealth, health, happiness, etc. is just a click away, if only you

---

[26] "This Is the World's First Banner Ad," Mashable.

would click away.  It has a click through rate of about 0.01%.[27]  Disgusted with this scummy form of low-level advertising, you search for an adblocker, and install Adblock Plus.  You have joined the fight for better advertising, for advertisement without intrusion, but you have also joined yourself to a larger beast.  This beast grows, as others find it, as you tell your comrades of its wonder, and as it grows it gains the power to tear down the dregs of advertisement.  Yet, in doing so, it will crush under it every innocent, benignly intentioned publisher that has existed, and will force them to its model whether it or they want to.  It is 2014, and you have seen your last advertisement.  All the rest that come later, you can simply ignore.

*Theoretical and opinion*

---

[27] "This Is the World's First Banner Ad," Mashable.

# Bibliography:

"About Adblock Plus." About Adblock Plus. https://adblockplus.org/en/about (accessed September 30, 2014).

"Acceptable Ads - Adblock Plus." Allowing acceptable ads in Adblock Plus. https://adblockplus.org/en/acceptable-ads#criteria (accessed September 30, 2014).

"Adblock Plus - Surf the web without annoying ads!." Adblock Plus - Surf the web without annoying ads!. https://adblockplus.org/ (accessed September 30, 2014).

Hern, Alex. "Adblock Plus: the tiny plugin threatening the internet's business model." The Guardian. http://www.theguardian.com/technology/2013/oct/14/the-tiny-german-company-threatening-the-internets-business-model (accessed September 30, 2014).

Hern, Alex. "Blocking web ads is 'as bad as Napster', says data firm." The Guardian. http://www.theguardian.com/technology/2014/sep/09/blocking-adverts-napster-for-the-publishing-industry?CMP=twt_gu (accessed September 30, 2014).

"Revenue Streams - Ways This Website Makes Money." Revenue Streams - Ways This Website Makes Money. http://www.howthiswebsitemakesmoney.com/data/data-money-earned-all-streams.php (accessed September 30, 2014).

"The Rise of Adblocking." PageFair. http://downloads.pagefair.com/reports/the_rise_of_adblocking.pdf (accessed September 30, 2014).

"This Is the World's First Banner Ad." Mashable. http://mashable.com/2013/08/09/first-banner-ad/ (accessed September 30, 2014).

"This Is the World's First TV Ad." Mashable. http://mashable.com/2013/08/01/first-tv-commercial-bulova-video/ (accessed September 30, 2014).

"Why Ad Blocking is devastating to the sites you love." Ars Technica. http://arstechnica.com/business/news/2010/03/why-ad-blocking-is-devastating-to-the-sites-you-love.ars (accessed September 30, 2014).

Minimal research

Dates of websites
not included in
format

## Appendix A:

Extension: an additional application that provides further function to a web browser. It may or not be free.

Publisher: any entity on the internet that publishes or provides content. In this essay, the term has been interchangeably used with website and corporation.

*unnecessary appendix*

A = 1   B = 1    see introduction

C = 2   D = 3

   insufficient research; not
   considering all stakeholders
   no screenshots or explanations
   on advertisements; advert. companies,
   hosts, and adverts themselves.
   IT systems not well considered

E = 2   F = 1

   not a balanced argument
   with too little evidence (opinion)
   and evaluation based on
   evidence

G = 3

   Much of the paper not beyond
   common knowledge and lacks
   detail from Adblocker Plus in use

H = 1   BOD see concl.
J = 1 ← see abstract
        teacher comment considered
K = 1 K